





# HUDA H. ALHARBI


## DIGITAL PROJECT MANAGER

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### SUMMARY

100%

On-time Delivery

50+

Projects Led

60%

Efficiency Boost

98%

Client Satisfaction

A highly accomplished Digital Project Manager with experience in managing diverse digital content, marketing, and e-commerce projects across industries such as technology, retail, and professional services. Demonstrating strong expertise in Agile methodologies, risk mitigation, and stakeholder engagement, consistently delivering projects on time while enhancing workflow efficiency and client satisfaction. Recognized for a collaborative leadership style that empowers teams, fosters open communication, and drives collective success.

### EXPERIENCE

#### DIGITAL PROJECT MANAGER

MARBS Agency (Monsha'at)

Riyadh

April 2025 – Present

- Led over 50 digital content and marketing projects with a 100% on-time delivery rate.
- Improved workflow efficiency by 60% through implementation of Agile and Scrum methodologies.
- Developed road maps and resource allocation for seven projects achieving 98% client satisfaction.
- Minimized project delays through early risk identification and contingency planning.

#### PROJECT SUPPORT ASSOCIATE

MARBS Agency (Monsha'at)

Riyadh

January 2025 – March 2025

- Coordinated logistics for eight fashion events involving over fifteen vendors, reducing delays by 30%.
- Directed events for more than 200 participants, receiving 95% positive feedback.

#### PROJECT MANAGER & MARKETING SPECIALIST

MARBS Agency (Monsha'at)

Riyadh

January 2023 – December 2024

- Delivered over 15 e-commerce and digital marketing projects for SMEs, creating Zid and Salla platforms.
- Reduced project turnaround by 20% through workflow optimization, achieving 95% on time completion.
- Enhanced SMEs' online visibility via SEO, targeted campaigns and customer engagement.

#### PODCAST PRODUCTION COORDINATOR

Baha Initiative

Riyadh

January 2024 – June 2024

- Managed production of over 20 podcast episodes, maintaining a 100% milestone delivery rate.
- Coordinated team schedules and stakeholder communication to ensure consistent weekly releases.

## SKILLS

Project Management	<ul style="list-style-type: none"><li>Agile (Scrum) implementation.</li><li>KPI and metrics tracking.</li><li>OKRs / KPIs alignment.</li><li>Resource allocation and timeline monitoring.</li><li>Risk identification, mitigation, and contingency planning.</li><li>Deliverable oversight and on-time delivery.</li></ul>
Digital Marketing & E-commerce	<ul style="list-style-type: none"><li>Campaign planning, execution, and performance analysis.</li><li>SEO/SEM strategy (keyword research; on-page and off-page optimization).</li><li>Paid search management.</li><li>E-commerce platforms (Zid; Salla) setup, configuration, and optimization.</li></ul>
Platforms & Collaboration Tools	<ul style="list-style-type: none"><li>Project management: Jira; Asana; ClickUp; Trello; Confluence.</li><li>Communication: Slack; Zoho Mail; WhatsApp Business.</li><li>Client reporting and dashboard creation.</li></ul>
Leadership & Communication	<ul style="list-style-type: none"><li>Stakeholder engagement and vendor coordination.</li><li>Cross-functional team leadership and mentoring.</li><li>Client relationship management and reporting.</li><li>Effective verbal and written communication.</li><li>Problem-solving, adaptability, and decision-making.</li></ul>

## EDUCATION

King Faisal University, Al Hufuf	January 2025
Diploma In General Administration – College of Business Administration	

## CERTIFICATION

Course	Institute	Date
Human Resources	Emaar Training Institute	June 2023
Business Administration	Emaar Training Institute	September 2023
Excellence in Customer Service	Emaar Training Institute	September 2023
Legal Aspects of Management	Emaar Training Institute	September 2023

## ADDITIONAL COMPETENCIES

Course	Institute	Date
Motion Graphics	Tech and Voc Training Corp	June 2024
Graphic Design	Tech and Voc Training Corp	June 2024

VOLUNTEER EXPERIENCE

ASSISTANT PROJECT MANAGER

Baha Initiative      Riyadh      January 2024 – December 2024

- logistic supervision and vendor coordination for community events with 15+ partners.
- Led on-site operations for events attended by over 200 participants, ensuring smooth operation.